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CAMPAIGNS REPORT NO. 3

April 26, 1943

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RATIONING AND PRICE CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<b>RADIO</b>		
Fara and Home Hour - Blue Network <u>"Sugar and Spice for Home Canning"</u>	BHE & HE VanDeman	In preparation - scheduled for May 4 broadcast
Homemakers' Chats <u>"Home Canning Regulations"</u>	CI, Wharton	In preparation
<u>"Point-Free Meats"</u>	CI, Douglass	In preparation
Radio Round-up on Food <u>"Program Notes on Red Stamp Rationing"</u>	FDA, Cahan	Wired to field April 26
Series of radio talks explaining how to grade meat in language every farmer can understand. These planned for use by FDA fieldmen. Tied to OPA grading and price regulations.	FDA Briggs	In preparation
<b>PUBLICATIONS</b>		
<u>99 Ways to Share the Meat</u> Reprint of the leaflet originally published for the voluntary share-the-meat campaign. Revision to bring it up to date under point rationing prepared and submitted for printing.	BHE & HE VanDeman	Submitted for printing April 17.
<u>Fats in Wartime Meals</u> Popular publication similar to "99 Ways to Share the Meat. Contains statement on place of fat in the diet. Suggests thrifty use of fats on table and in cooking.	BHE & HE VanDeman	In press
<u>Campaign handbook covering all rationed foods.</u>	OPA	In clearance
<u>"War Rations for Americans"</u> - 16-page picture book explaining rationing.	OPA	In preparation - tentative release date June 15.
<u>Simplified Table of Point Values for Blue- Stamp Rationing.</u>	OPA	In preparation
<u>Campaign handbook on gasoline and fuel oil Conservation. Section on farm use.</u>	OPA	In preparation

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MAY 27 1944

BHE & HE DEPARTMENT OF AGRICULTURE



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Consumers' Guide		
" <u>\$ and ¢ Ceiling Prices for Meat by Zone</u> "	FDA, VanHorn	May issue
" <u>Mrs. America 'Points' the Way</u> "	FDA, Solomon	May issue
" <u>Hold the Line</u> " (News Letter)	FDA, Solomon	May issue
" <u>Meats and Fats Rationing</u> " (News Letter)	FDA, Solomon	May issue
" <u>Chicken Thieves</u> " (News Letter)	FDA, Solomon	May issue
" <u>New Books for Old</u> " (News Letter on War Ration Book 3)	FDA, Solomon	May issue
" <u>More for Less</u> " (News Letter on point reductions)	FDA, Solomon	May issue
" <u>Motorists Headaches Eased</u> " (News Letter)	FDA, Solomon	May issue
" <u>Head to Toes</u> " (News Letter on clothing and shoes under price and rationing regulations)	FDA, Solomon	May issue
" <u>I Am A Consumer</u> " -- (Article describing consumer's part in war program -- observance of rationing, price regulations, and avoidance of black market dealing.)	FDA, James	June issue
ADVERTISEMENTS		
<u>Series on car-sharing</u> , three of which are aimed at farmers. These three will be made available in mat form to rural papers through Meyer-Both.	OPA	In preparation
<u>Series on food rationing</u> . All designed for local sponsorship. (Meyer Both)	OPA	Finished art, layout and copy approved
FIELD		
Statement interpreting amendment to meat rationing regulation which permits use of custom slaughter facilities by farmers without surrender of rationing stamps.	BAI & FS Ken Warner	Cleared - being held for issuance of amendment
Explanation for farm women on "How to Sell Home-Canned Foods under Rationing Regulations."	OPA	In preparation
Home-Canning Regulation. Field information memoranda, radio programs, leaflets and bulletins are being held pending release of the regulation.	OPA	In clearance - still due for release immediately.



Subject	Assigned	Status
Primary Distributors' Forms, to be used by farmers in making returns to War Price and Ration Boards of red stamps collected for sale of rationed foods. Supply will be available at County War Boards.	OPA	Being printed & due to be distributed to County War Board by May 20
Statement to farm slaughters that they have been authorized by amendment to meat grading regulations to grade meat from animals they slaughter.	OPA	In preparation
New consumer and retail charts of point values of rationed meats. Arrangements being made to make supply available for distribution by USDA to farmers who hold farm slaughter permits.	OPA	To be at County War Boards by about May 1.

#### OVERALL FOOD CAMPAIGN

Ad on food production - distribution - consumption for Meyer-Both.	Poole, CI	In preparation
Feature on U.S. food supply per capita compared with that in foreign countries, for AP.	Nichols, FDA	Planned
Feature on how housewives affect the food supply.	Mrs. Beckman, AAA	In preparation
Feature on production obstacles to be overcome in 1943.	Thompson, AAA	In preparation
Feature on meaning of price support and control programs.	Bernhardt, AAA	In preparation
Feature on conservation farming to boost production.	Mrs. Beckman, AAA	In preparation

#### PRODUCTION GOALS CAMPAIGN

Controlling coccidiosis in cattle	Burch, ARA	In preparation
Converting wheat into meat	Burch, ARA	In preparation
Preventing lungworm disease in cattle	Burch, ARA	In preparation
Fast feathering and broiler production (based on new leaflet)	Burch, ARA	In preparation
Farmers can make grass silage without molasses or acids	Richardson, ARA	In clearance



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Incubation and brooding of chickens	Lee, ARA	To be completed in 2 or 3 weeks
Turkey brooding program of poultry conservation for victory (outline of turkey program)	Carpenter, ARA	Completed April 24
Food production story.	Beckman, AAA	In preparation for WHU
Simple conservation for production	SCS - War Boards' Info. Series	Cleared
Four short feature stories	Beckman, AAA	In clearance for Country Gentleman
Vegetable price, info. background	Stewart, AAA	In preparation
Hog production, info. background	Richter, AAA	In clearance
Food for Civilians -- the "Life of Production."	Beckman, AAA	In preparation for New York Times
Radio shorts on price support and payment crops. Brief 75 word statements.	Stewart, AAA	In preparation
Picture stories. On vegetable production.	Pace and Beckman	In preparation
Display card for food production campaign.	Radford, SCS	In preparation
Egg production posters.	Sill	In preparation
<u>Farm and Home Hour:</u>		
5/3 Contour Row Crops to Increase Production	North, AAA	In preparation
5/4 Protein Feed Conservation	Burch, ARA	
5/6 Stop Poultry Death Losses	Burch, ARA	
<u>Bulletin Board Items (Farm and Home)</u>		
Dry Beans )	Stewart	Cleared
Sweetpotatoes )		
Flaxseed )		
Soybeans )		
<u>Farm Flashies:</u>		
Dairy Herd Improvement	Reynolds, OI	In clearance
Dairy Breeding Co-ops	Reynolds	In clearance



Subject	Assigned	Status
Saving Time of Milking	Reynolds	In clearance
Electricity for More Farms	Hartogensie	In clearance
Wanted! More Beans	Reynolds	In clearance
Favorable Bean Prices	Reynolds	In clearance
Where Boost Beans	Reynolds	In clearance
Livestock Numbers	Reynolds	In preparation
Feed Prospects	Reynolds	In preparation
Feed Conservation	Reynolds	In preparation
Temporary Pastures for Cows	Reynolds	Cleared
<u>INS and PA:</u>		
War-time Farm Wiring	Hartogensie	In clearance
War help from small farms	Fox, YSA	In preparation
<u>PREGS</u>		
Maintenance of mature steers on pasture	ARA (BAI)	Under consideration
Diseases of sheep and goats	ARA (BAI)	In preparation
Converting wheat into meat	ARA (Burch)	In preparation
New poultry exhibit - her war work	ARA (Burch)	In preparation
Effect of progeny testing on swine improvement	ARA (BAI)	In preparation
Fundamentals of animal breeding	ARA (BAI)	In preparation
Side placement of fertilizer	ARA (Gopen)	In preparation
Her war work - description of new portable exhibit (release)	Burch, ARA	In preparation
New sugar-beet blocking bulletin now ready	ARA, Gopen	Cleared
New fiber flax bulletin helps growers of war crop	ARA, Gopen	In preparation
Side placement of fertilizer	ARA, Gopen	Cleared



FARM LABOR CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Organization Farm Labor Program - for release when President signs Act.	Charles	Approved
Announcing Crop Corps Certificates	Charles	Approved
<u>RADIO</u>		
Farm labor problems in the various regions - M.L. Wilson - Farm and Home Hour, following regional conferences - May 5.	Fulghum	In preparation
Farm Flashes, Training milkers, dairy labor saving, save time in milking	Reynolds	In preparation
The Women's Land Army - Florence Fall and P Food - News Round-up, May 7.	Fitt	In preparation
Transcription from Colorado - Farm and Home Hour, May 12.	DuMars	On hand
<u>HOMEMAKERS' CHATS</u>		
Victory Farm Volunteer	Fulghum and Thacker, Ext.	In preparation
<u>FOOD INFORMATION SERIES:</u>		
Thumbnail Sketch of the U.S. Crop Corps	Fulghum	Being Mimeographed
Farm Labor Needs, by Areas, Crops, Months	Ext. - RAE	"
Questions and Answers on - The Women's Land Army Victory Farm Volunteers Best Use of Labor The Women's Land Army in England The Women's Land Brigades in Canada The Women's Land Army in Australia	Bailey Frutchey-Fulghum Vaughan-Fulghum Bailey Bailey Bailey	" " " " " "
Some Farm Jobs City and Town Women Might Do	Bailey	"
Map - Farm Labor Needs	Frutchey	In preparation
The Government Farm Labor Program	Jones-Fulghum	Final clearance
General Questions and Answers on the Crop Corps	Fulghum	Being revised



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
What cooperating agencies are doing	Fulghum	Being prepared
Kit of Meyer Both material	Fulghum	Awaiting final copy
<u>PRINTED MATERIAL</u>		
Mobilizing the Local Community (organizational statement)	Joy-Fulghum	At printer
Information Kit for local Community	Fulghum-Poole	Approved - about ready for print
Crop Corps Certificate	Poole	At printer
Three "Safety" leaflets	Poole	About ready for printer
Popular leaflet for farmers	Bennett-Fulghum	Being revised
Discussion Guide	Storer	Near final draft
<u>VISUAL</u>		
Recruiting movie short for high schools	Wall, OWI	Expected about May 1
Slidefilms, "Finding Minutes" and "Labor Efficiency"	Bennett-Ert.	Released this week
Six Crop Corps posters by "Country Gentleman"	Schlup	Released
OWI Crop Corps vacation poster - retail stores, etc.	Poole	Ready for release in June
Pictures of Bahamians in Florida	Poole	Taken
Series pictures - training at Farmindale School N.Y. - girls at work on farms	Ackerman	Taken
Series pictures - a day's work in the Crop Corps and farm youth showing city youth how to do farm jobs	Sill	Planned
Cooperating with COUNTRY GENTLEMAN, FARM JOURNAL, CLICK Magazine and others to get Land Army series of pictures in uniform	Bailey	In progress
Cooperating with CORONET Magazine in documentary series pictures on Crop Corps.	Beckman	In progress



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>ANTI-BLACK MARKETS CAMPAIGN</u>		
This week the evils of black markets in meat are being brought to the attention of millions of our people through the network allocations program.	Rowell, FDA	Under way
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
CONSUMERS' GUIDE story on how a good local nutrition committee operates.	Van Horn	Finished
Servel Plant Feeding story for GUIDE.	Van Horn	Assigned
Philadelphia table mat company liked nutrition and conservation copy bits; wants more.	Guide staff	Assigned
California bumper carrot crop and explanation of butter-cheese reservation order given to Servel for their Homemaker's News Letter as nutrition squibs news page. Also to NEA and women's page editors, negro press.	Nichols	Finished
Mrs. Poole who handles the negro press for OPA wanted 260 glossies of the nutrition wheel and wants posters for church-sponsored nutrition class program when they are available.	Nichols	Order put in
Penn State College wanted nutrition films and sources. (A look into this points the need of more teaching films)	Griffith	Attended to
Miss Stimson of the Nutrition Branch guest on Mary Margaret McBride show, NBC	Stimson	April 28
Dr. Sebrell of that branch guest on Servel show, Fashions in Rations	Molohon	May 1
Spreading butter and cheese, Farm and Home Hour.	Rowell	May 3
A & P News Roundup - Robert Black "More Cereals in the Diet"	Molohon	April 28
A & P News Roundup - "The Butter and Cheese Set Aside Order" - James Russell	Molohon	April 30
A & P News Roundup - Roy Hendrickson, Fresh Fruit-Vegetable Supply Situation	Molohon	April 12



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Farm Flashes - Butter and Cheese Order.	Worden, FDA	In preparation
Farm Flashes - Dried Milk	Hoffman, FDA	In clearance

MACHINERY AND TRANSPORTATION CAMPAIGN

Information kits on machinery and transportation for local use.	Lewis	In preparation
Cotton bale covering situation	Lewis	In clearance
Custom use of farm machinery	Lewis	In clearance
Nitrogen fertilizer situation	Lewis	In clearance
Bindertwine, hay rope, and farm cordage situation.	Lewis	In clearance

HOME FOOD PRODUCTION CAMPAIGN

The forthcoming May issue of the Extension Service Review will contain the following articles on home food production: California Produces Home Food Plantation Tenants Grow Their Own Food Rural Women Pledged to Supply the Home Food for Victory.	W. Lloyd	May issue
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